

On-Page SEO

- * Complete Guide
- * What it is and how to optimize your website

What is On-Page SEO?

- * Optimization of individual web pages
- * To rank higher on search engines
- * Focus on content and HTML source

Keyword Optimization

- * Research keywords
- * Use in title, headings, URL
- * Avoid keyword stuffing

Title Tag Optimization

- * Keep under 60 characters
- * Include main keyword
- * Make it attractive

Meta Description

- * 150-160 characters
- * Include keyword
- * Add call-to-action

URL Structure

- * Short and clean URLs
- * Include keywords
- * Avoid random numbers

Headings (H1, H2, H3)

- * Use proper structure
- * H1 for main title
- * H2/H3 for subheadings

Content Quality

- * Write valuable and original content
- * Solve user problems
- * Use simple language

Image Optimization

- * Use relevant images
- * Add ALT text
- * Compress images

Internal & External Links

- * Link to your pages
- * Link to authority sites
- * Improve credibility

Page Speed

- * Fast loading pages
- * Optimize images
- * Use caching

Mobile Friendliness

- * Responsive design
- * Mobile-friendly layout
- * Important for ranking

User Experience (UX)

- * Easy navigation
- * Clean design
- * Avoid annoying popups

Conclusion

- * On-page SEO improves ranking
- * Boosts traffic
- * Enhances user experience

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The End

Thank You!